



Graphic Design

June 22-28 : Marty Lane and Rebecca Tegtmeyer

Graphic Design is all about communication. Today you have the freedom to decide how you would like to communicate your message. What do you think is important, ironic, cool, edgy, or lame about contemporary art? Use your ideas in your designs. The day will focus on creating graphic design materials for CAM. You will explore graphic form, typography, and mash ups. Working alone and later in teams, you will see how mixing your work with others changes your design.

Randomly chose one phrase (no peeking). This phrase will be your inspiration throughout the day, think about, look it up, embrace it as your design mantra for the day.

STEP ONE: **Graphic Image Explorations** or **Typographic Language Explorations**

Don't stress you will get a chance to do both explorations.

Graphic Image Explorations Using the provided supplies, printouts, and copy machine; cut, paste, mangle, destroy, and explore the designer within you. Remember the phrase you chose earlier, this is where you make it come to life in your design. Be distinctive. Maybe you want to use the copy machine to enlarge something by 400% or repeat it 30 times — it's up to you.

Typographic Language Explorations Think about the word "stop". It is a pretty commanding word which demands that any activity ends immediately. Do you whisper "stop"? Or do you say it with a confident tone "**STOP**"? Typography works in a similar way. Using BOLD or light changes the meaning of the word, as in this example with the word "stop":

stop (bold) stop (light)

Even the use of uppercase versus lowercase letters enhances or subdues the meaning of "stop":

STOP (uppercase) stop (lowercase)

Using the words from your phrase and a phrase you come up with on your own, experiment with how the design choices you make changes the language, tone and meaning of the words. Have fun and take risks, you are the designer in control of the words. The only rule is that you must create one digital type composition and one hand made type composition.

STEP TWO: **Collaborative Mashup** or **Individual Mixing**

Again, don't stress, you will get to do both.

Collaborative Mash up Working in pairs, you will have a chance to go into the projection studio. FINALLY! Using one of your compositions and one of your partners, explore how overlapping the designs creates cool new designs. Each of you will have a chance to "save" 3 compositions that we will photograph for you.

Individual Mixing Using your previous graphic and type compositions as inspiration now you can design a personal tag, mark, tattoo, or logo. Maybe you want to use some of the elements from your previous designs, use your neighbors, or come up with something entirely new.

Name:



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Tomorrow morning when we review all of your design work, we'd like to hear about why you did some of the things you did. so...

tell us: Typographic Language Exploration

typeface:

why:

phrase / word (you wrote):

why:

tell us: Graphic Image Exploration

how does your composition represent your phrase:

tell us: Projection Mash up

how did this change your individual design:

tell us: Individual Mixing

what message were you trying to convey, or what feeling were you going for: